

At the roots of YKK Group business activities

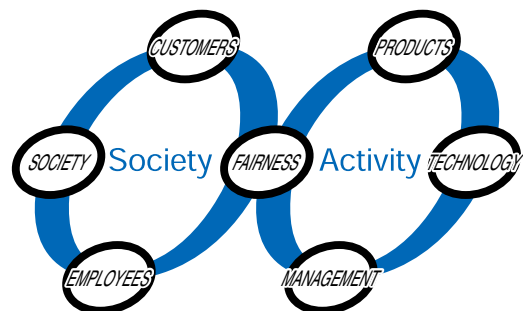
The YKK Philosophy “Cycle of Goodness”

**No one prospers unless
he renders benefit to others.**

An enterprise is an important member of society, and as such, it must coexist with the other elements of society. Its value will be recognized by the benefits it shares with society. Tadao Yoshida, YKK’s founder, carefully considered this need for mutual prosperity as he planned his business endeavors. He determined that contributions to society could best be achieved by the continual creation of value through innovative ideas and inventions. The resulting business expansion would bring prosperity to consumers and trading partners, thus benefiting all society. Tadao Yoshida called this the “Cycle of Goodness,” and he made this idea his fundamental philosophy of business. We retain this concept as the ongoing business philosophy of YKK.

YKK Group management principle

“YKK seeks corporate value of higher significance”



Seeking corporate value of higher significance, YKK will pursue innovative quality in the following seven areas.



As the YKK Group, we conduct business activities in about 70 countries and regions around the world, including Japan, with fastening and architectural products as our two core business fields.

We make fairness the fundamental standard for all YKK Group business activities, and our companies seek to delight our customers, earn the high regard of society and make our employees happy and proud.

As we approach the centennial anniversary of our establishment, in order to realize these goals and to assure the further growth and development of the YKK Group, we are working, in particular, to raise the level of our business value and enhance our brand value.

The YKK Group seeks to be a corporation that is recognized as “a company that can be trusted,” “a truly international company” and “a company with technology for the creation of new value.” We will continue to pursue our business activities with these goals. For this reason, as we strengthen our corporate governance systems, we intend to enhance our legal compliance efforts and work to fulfill the responsibilities of a good corporate citizen.



Tadahiro Yoshida
President & CEO
YKK Corporation
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